

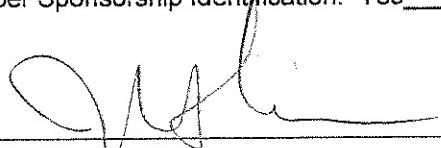
WDAF - TV - Issue Ad Public File Checklist

1. CROSSROADS GPS
Name of Sponsoring Organization
2. Accepted: / Rejected: _____ (mark one)
3. Class of Time: ISSUE
8/8 - 8/21
4. Flight dates and times

5. SEE ORDER
Rate charged
6. U.S. Senate Race
Description of Issue
6. 1404 New York Ave NW Washington DC 20005
Address of Sponsoring Organization
7. 703-989-6167 Telephone Number of Sponsoring Organization lives Email Address
8. Sponsor's Officers/Directors/Executive Committee
Steve Lanz Tires
Margie Crumley _____

9. _____
Description of substantiation provided (if any)
10. Proper Sponsorship Identification: Yes / No _____

Name



Date

8/7/12



WDAF-TV

ORDER

Print Date 08/07/12 Page 1 of 8

Flight Dates 08/08/12-08/14/12

<u>Contract / Revision</u>	566592 /	<u>Product</u>	<u>Order Sep</u>	00:15:00
<u>Original Date / Revision</u>		Crossroads GPS	<u>Estimate #</u>	886
	08/07/12 08/07/12	<u>Agency Com</u> 15%	<u>Alt Order #</u>	09784592
		<u>Billing Contact</u>	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Crossroads GPS		<u>Order Type</u>	GENERAL
		66 Canal Center Plaza Suite 555 Alexandria, VA 22314	<u>Billing Cycle</u>	EOM/EOC
<u>Agency</u>	Crossroads Media, LLC.		<u>Billing Calendar</u>	BROADCAST
<u>Buying Contact</u>		<u>Sales Office</u> DC-M	<u>Demographic</u>	A35+
66 Canal Center Plaza Suite 555 Alexandria, VA 22314		<u>Sales Region</u> NAT	<u>Rev Codes</u>	SP-POL PLI POL
		<u>Agency Ref</u>	<u>Product Codes</u>	PL2A
			<u>Priority</u>	1
			<u>Advertiser Ref</u>	

Primary Account Executive
Dan Driscoll

Account Executive	Order%	Start Date	End Date
Dan Driscoll	100%		

Order Share 22% Market Value 143750

Competing Station	% of Order	Amount
KCPT	%	0
KCTV	24%	34500
KCWE	%	0
KMBC	22%	31625
KMCI	%	0
KPXE	%	0
KSHB	32%	46000
KSMO	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
August 2012	71	\$26,881.25	\$31,625.00	0.00	07/30/12	08/14/12	71	\$26,881.25	\$31,625.00
Totals	71	\$26,881.25	\$31,625.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
E 1	4	08/08/12	08/08/12	M-F	5-530a	CM-All	5-530a		--W---	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/06/12	08/12/12	--W---		1	\$250.00			0.00							
E 2	4	08/09/12	08/09/12	M-F	5-530a	CM-All	5-530a		---T---	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/06/12	08/12/12	---T---		1	\$250.00			0.00							
E 3	4	08/10/12	08/10/12	M-F	5-530a	CM-All	5-530a		----F--	:30	1	\$250.00	2	0.00	NM	1	\$250.00
FOX 4 NEWS AT 5A																	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>							
		Week: 08/06/12	08/12/12	----F--		1	\$250.00			0.00							



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<u>Contract / Revision</u>		566592	<u>Flight Dates</u> 08/08/12-08/14/12			<u>Hiatus Dates</u>										
<u>Original Date / Revision</u>		08/07/12/	08/07/12			<u>Order Sep</u> 00:15:00										
<u>Advertiser</u> Crossroads GPS		<u>Product</u> Crossroads GPS			<u>Estimate #</u> 886											
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	Spots	Amount
E 4	4	08/13/12	08/13/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	M-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
FOX 4 NEWS AT 5A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	M-----	1		\$250.00	0.00									
E 5	4	08/14/12	08/14/12	M-F 5-530a M-F 5-530a	CM-All	5-530a	-T-----	:30	1	\$250.00	2	0.00	NM	1	\$250.00	
FOX 4 NEWS AT 5A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	-T-----	1		\$250.00	0.00									
E 6	4	08/09/12	08/09/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	---T---	:30	1	\$450.00	1	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 530A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	---T---	1		\$450.00	0.00									
E 7	4	08/14/12	08/14/12	M-F 530-6a M-F 530-6a	CM-All	530-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 530A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	-T-----	1		\$450.00	0.00									
E 8	4	08/08/12	08/08/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	--W----	1		\$450.00	0.00									
E 9	4	08/09/12	08/09/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	---T---	1		\$450.00	0.00									
E 10	4	08/10/12	08/10/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	----F--	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	----F--	1		\$450.00	0.00									
E 11	4	08/13/12	08/13/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	M-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	M-----	1		\$450.00	0.00									
E 12	4	08/14/12	08/14/12	M-F 6-7a M-F 6-7a	CM-All	6-7a	-T-----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS AT 6A																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/13/12		08/19/12	-T-----	1		\$450.00	0.00									
E 13	4	08/08/12	08/08/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	--W----	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS																
<u>Start Date</u>		<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>	<u>Rating</u>									
Week: 08/06/12		08/12/12	--W----	1		\$450.00	0.00									
E 14	4	08/09/12	08/09/12	M-F 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:00 AM)	---T---	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS																



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Contract / Revision

566592 Flight Dates 08/08/12-08/14/12

Hiatus Dates

Original Date / Revision

08/07/12 / 08/07/12

Order Sep 00:15:00

Advertiser Crossroads GPS

Product Crossroads GPS

Estimate # 886



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Hiatus Dates

Original Date / Revision 08/07/12/ 08/07/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

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Hiatus Dates

Original Date / Revision 08/07/12 / 08/07/12

Order Sep 00:15:00

Advertiser Crossroads GPS

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Hiatus Dates

Original Date / Revision 08/07/12 / 08/07/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

Product Crossroads GPS

Estimate # 886



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Hiatus Dates

Original Date / Revision 08/07/12 / 08/07/12

Order Sep 00:15:00

Advertiser **Crossroads GPS**

Product Crossroads GPS

Estimate # 886



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Contract / Revision 566592 Flight Dates 08/08/12-08/14/12Hiatus DatesOriginal Date / Revision 08/07/12 / 08/07/12Order Sep 00:15:00Advertiser Crossroads GPSProduct Crossroads GPSEstimate # 886

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
E 64	4	08/08/12	08/08/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	--W---	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	--W---						1	\$375.00	0.00				
E 65	4	08/09/12	08/09/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	---T---	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	---T---						1	\$375.00	0.00				
E 66	4	08/10/12	08/10/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	----F--	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	----F--						1	\$375.00	0.00				
E 67	4	08/13/12	08/13/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	M-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	M-----						1	\$375.00	0.00				
E 68	4	08/14/12	08/14/12	M-F 1030-1102p M-F 1030-1102p	CM-All	1030-1102p	-T-----	:30	1	\$375.00	2	0.00	NM	1	\$375.00	
FOX 4 NEWS AT 1030P M-F FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/13/12	08/19/12	-T-----						1	\$375.00	0.00				
E 69	4	08/11/12	08/11/12	Sa 7-9a 8-9a	CM-All	8-9a (8:00 AM-9:00 AM)	-----S-	:30	1	\$375.00	1	0.00	NM	1	\$375.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----S-						1	\$375.00	0.00				
E 70	4	08/11/12	08/11/12	Sa 9-10p 9-930p	CM-All	9-930p (9:00 PM-9:30 PM)	-----S-	:30	1	\$450.00	2	0.00	NM	1	\$450.00	
FOX 4 NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----S-						1	\$450.00	0.00				
E 71	4	08/12/12	08/12/12	FOX News Sunday FOX News Sunday	CM-All	9a-10a	-----S	:30	1	\$150.00	2	0.00	NM	1	\$150.00	
FOX NEWS SUNDAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>						<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>				
		Week: 08/06/12	08/12/12	-----S						1	\$150.00	0.00				
													Totals		71 \$31,625.00	